

Impact Report 2025

**What a difference
365 days make**

Shaped By[®]

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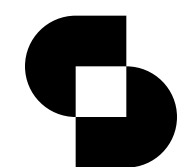
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Founder's thoughts

We're almost into our third year as a B Corp and have realised it's one thing to make a promise, but another thing entirely to turn that promise into daily practice.

What a difference a year makes

When I wrote this intro last year, we were still riding the high of our initial certification. This year, the reality of being a B Corp in a complex world has truly set in.

It's no longer about getting the B Corp badge – it's about the daily, sometimes difficult, decisions that keep it shiny. So, in 2025, we stopped asking "Are we a B Corp?" and started asking "How much further can we push it?"

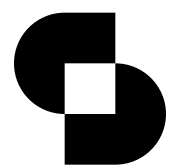


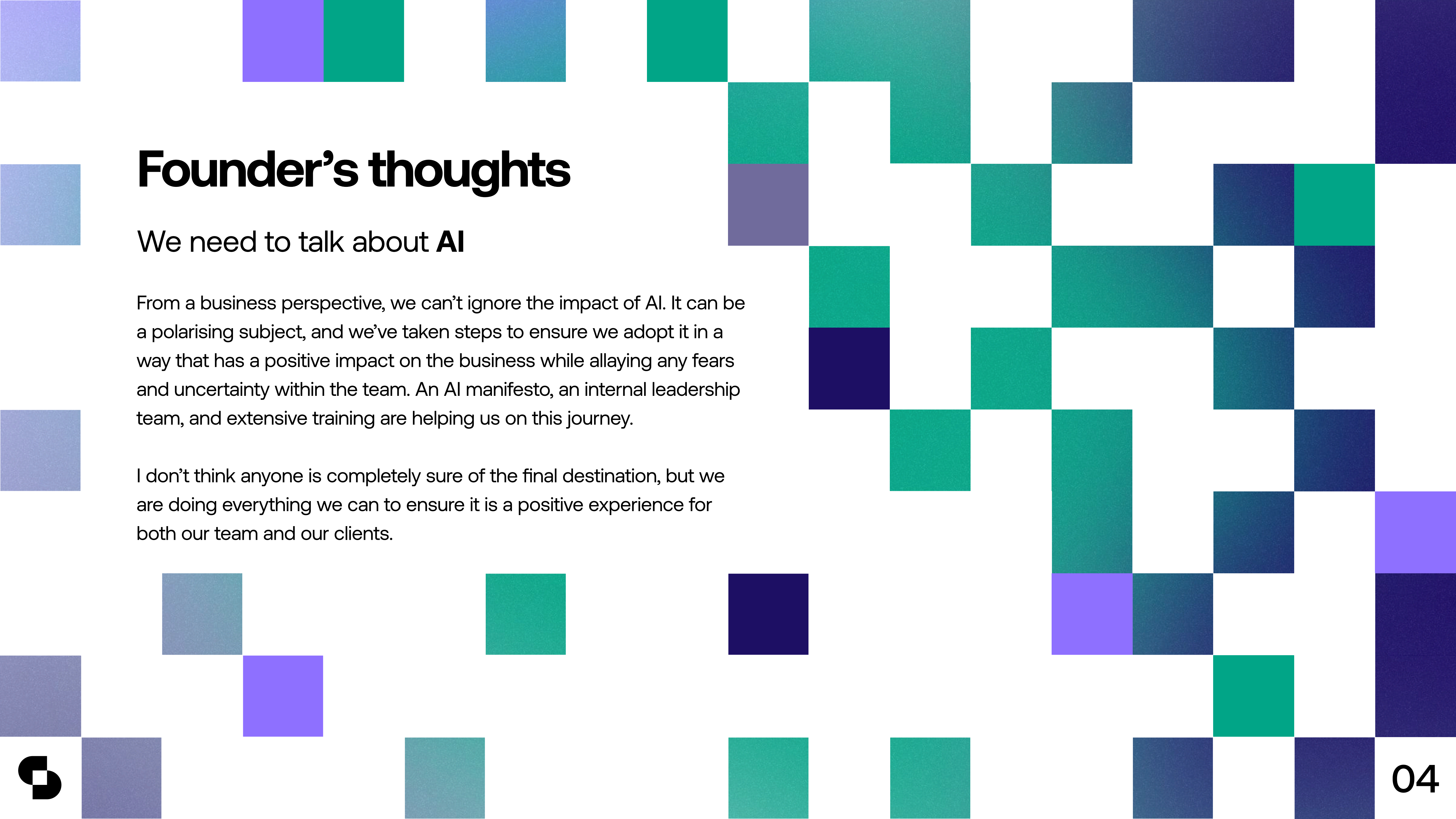
Founder's thoughts

We've had some **big wins**

Moving the entire agency to London-weighted salaries while staying firmly rooted here in Bristol was a proud moment for me; it's a direct investment in the people who make this place tick. We also put our money where our mouth is with the Marmalade Trust: delivering pro-bono work that I genuinely hope will move the needle on loneliness.

There are so many things that we can and should do as a business. But for me, the most rewarding are those that have a positive impact on our community. We have such good intent within the team, which has meant this year we've outreached to schools and colleges for open days, portfolio reviews, and work experience, as well as taking part in local charity events and planting trees in our local parks. These may be small things, but collectively they make a difference, and it's something we'll continue to focus on.



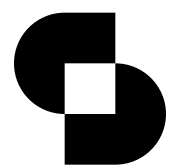


Founder's thoughts

We need to talk about **AI**

From a business perspective, we can't ignore the impact of AI. It can be a polarising subject, and we've taken steps to ensure we adopt it in a way that has a positive impact on the business while allaying any fears and uncertainty within the team. An AI manifesto, an internal leadership team, and extensive training are helping us on this journey.

I don't think anyone is completely sure of the final destination, but we are doing everything we can to ensure it is a positive experience for both our team and our clients.



Founder's thoughts

Our progress against the **five pillars**

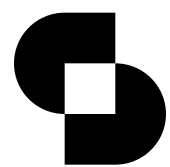
In the following pages, you'll see our progress across the five B Corp pillars. You'll see where we excelled, where we stumbled, and exactly what we're doing to bridge the gap. This year will also see us preparing for re-certification in 2027 under the new V2.1 standards. These go into far greater detail, and I'm proud that so many of the team are keen to get involved in that journey.

If you have any questions about Shaped By or our B Corp journey and commitments, please don't hesitate to contact me.

Best wishes,

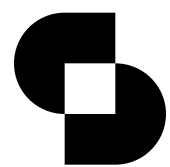
Nick Farrar

Founder, Shaped By



Shape-beings?

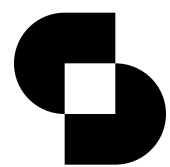
Good but no.



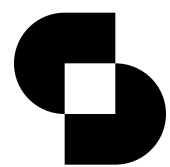
Shape-things

didn't feel
right either.

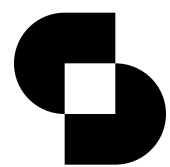
But **Shape-lings**
is very us.



So that's what we
call our people.



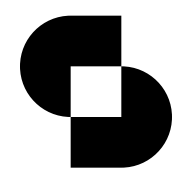
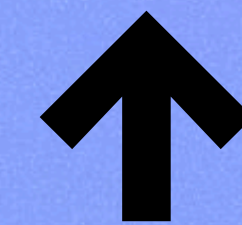
What they call
themselves.



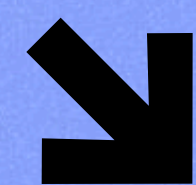
Beats ‘staff’ or
‘employees’, right.

We're a collective of like-minded individuals who love to think, do and design boldly. Working with B2B companies – typically, but not exclusively, within the tech sector – we **channel the power of creativity to deliver business success.**

Why we're here

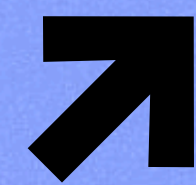


Where we want to be



By putting **people first** and **product over profit**, we aim to be the global champion for creative thinking and design excellence in the B2B tech world.

What we stand for



We believe in the power of creativity and design. We never compromise on quality and do what we say we'll do. We're a business with clear, realistic ESG goals. **A force for good in the community.**

Impacting all areas

Here, and in line with the Business Impact Assessment, we've highlighted the five key impact areas:

1. Governance

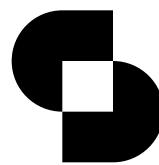
2. Workers

3. Community

4. Environment

5. Customers

Now, let's get into what we did in 2025 across each of the five. Let's look at the positive impact our actions had, and the social and environmental improvements they've helped us make.



What we did in 2025



1.

What we did in 2025

Governance



Doubling-down on our strong business ethics

Our strong business ethics guide our everyday actions. Making sure that we're **doing right** – by each other and all our stakeholders.

→ **People-first**

→ **Product before profit**



→ People-first

We're a people-first business. With a people-first culture. We **see, hear and recognise our team**, and help them feel more connected and motivated.



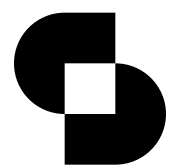
But having a true people-first culture takes ambition, consideration and dedication. It's an ongoing activity, not a static one. You'll **see and feel it** in the way we recruit, pay, train, develop and treat our Shape-lings. In how we engage with everyone beyond our studio walls.

We've reinforced our core value of **treating people with respect and consideration**

Because everything we do has an impact, positive or negative. Before we do something, we have to consider how our actions and behaviours will affect others.

We've done even more to strengthen our people-first approach:

- **We had our annual summer away day (complete with duck herding. Yes, duck herding.)**
- **Spark AI workshop for all Shape-lings**
- **Government-funded AI training for half of our team**
- **We also launched our AI manifesto internally confirming that we will use AI to enhance human creativity, not replace it.**



→ Product before profit

When we place a strong emphasis on our people, with everyone approaching their roles with **passion and dedication**, amazing things happen.

At Shaped By, we've always:

- **Prioritised our team's wellbeing**
- **Strived for exceptional work**
- **Collaborated with outstanding clients**
- **Pushed ourselves to learn new skills**
- **Explored innovative and unconventional approaches to every facet of our work.**

By placing these priorities above profit, we'll cultivate a well-organised, efficient and profitable agency.

Our collaborative approach ensures that success happens naturally, as a by-product of everyone's effective time with the agency.

2.

What we did in 2025

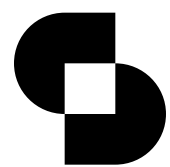
Workers



We've done more to **look after our Shape-lings** **and their wellbeing**

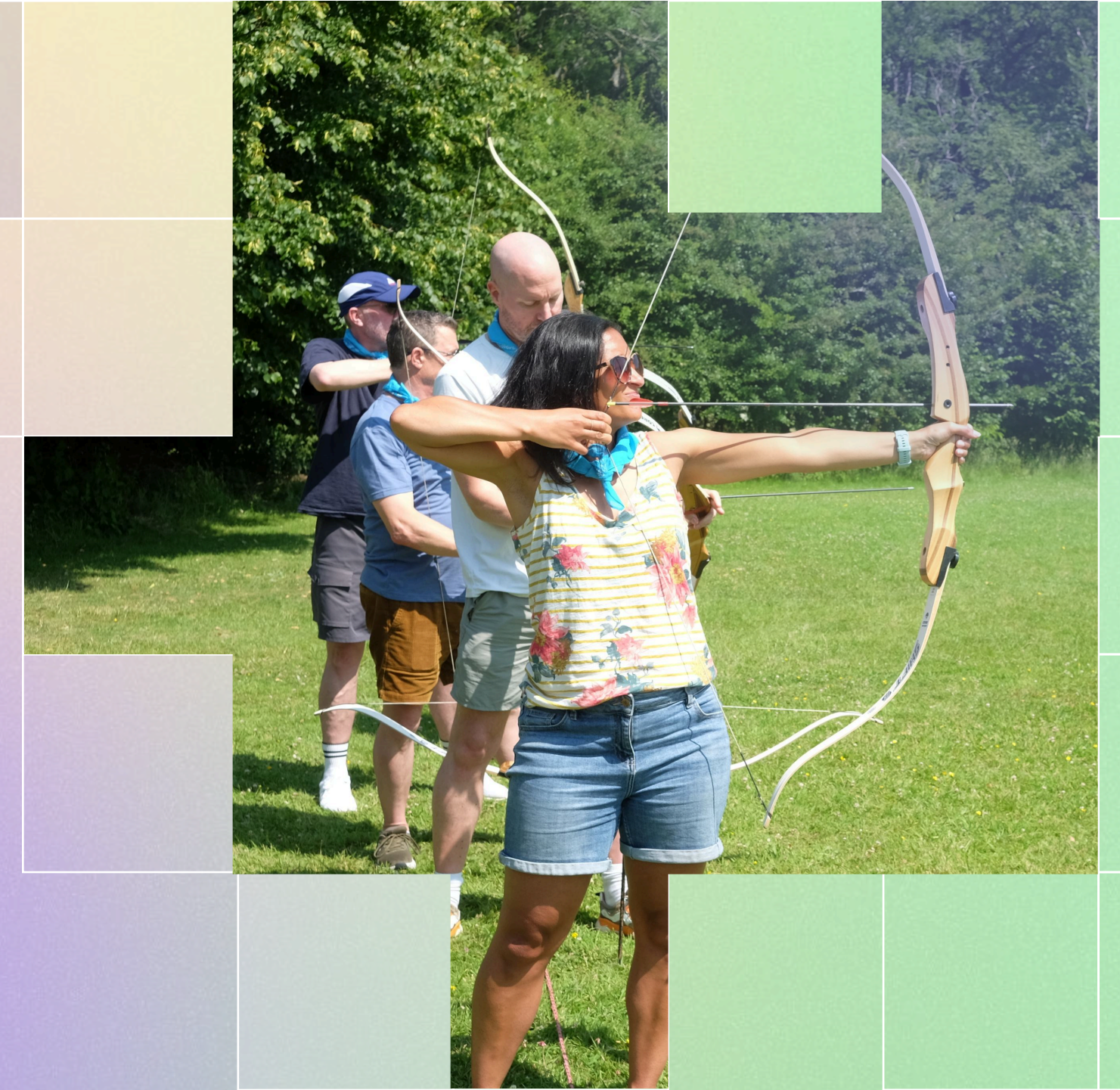
Keeping our people healthy, safe and happy is super-important to us and critical to our success. And research proves that if you look after your people, you'll outperform the market. Fact.

By always looking for new ways to improve our Shape-lings' wellbeing, we'll boost morale and, ultimately, boost our output and its quality.



We track and monitor – and make changes where needed – to every Shape-lings' working conditions, so that they continue to:

- Enjoy a healthy demand/capacity balance
- Feel a sense of autonomy and community
- Know that our values are their values
- Feel a sense of fairness in the agency
- Feel they're developing their skills and career
- Feel they're duly rewarded.

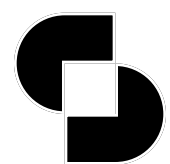


We also made the jump from national-weighted salaries to **London-weighted salaries, an average increase of 9.55%**. This means that, as a business based in Bristol, our existing team is fairly compensated and we can attract new talent with a competitive salary range.

We also asked our Shape-lings if anyone wanted to train in Mental Health First Aid (MHFA).

Rach threw her hand up. She's now our qualified mental health first aider.

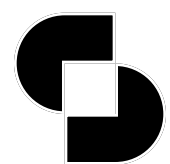
Thank you, Rach.



Six? Seven.

To make sure that we keep on delivering
for our clients, we've welcomed a number
of new Shape-lings to the studio.

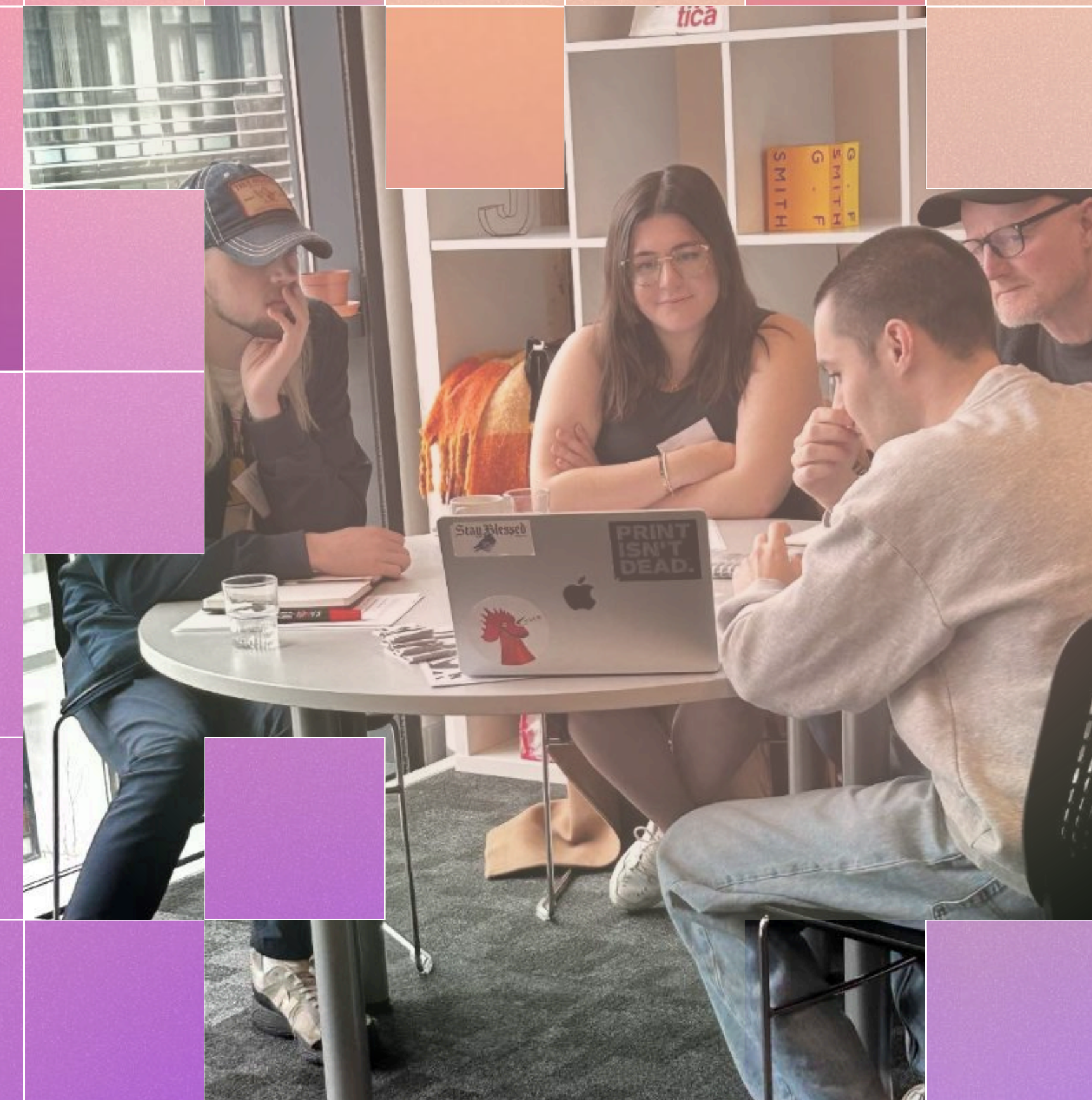
👋 Betty, City, Jack, Kate,
Nathaniel, Olivia and Sophie.



3.

What we did in 2025

Community



Community

It's year two of our community engagement policy and it's been a busy one. We've done more in, for and with local communities and community organisations than ever.

University of Plymouth industry liaison day

Two Shape-lings headed to the coast for a day of portfolio surgeries. Spending time with final year design students as they prepared to start their final major projects before graduation.

Anti-Banquet charity dinner

Memorable for the money raised and the novelty of Nick serving a table-full of hungry Shape-lings. Anti-Banquet's goal was to raise £100,000 for the Grass Roots Bristol Causes, which allocates funds to a number of the city's most vital community food projects and people in need.

Community

Portfolio review evening

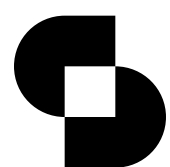
We welcomed 30+ up-and-coming design students and people looking to change career to the Shaped By studio for individual portfolio reviews, hot takes and practical career tips.

Careers discovery day at Redland Green School

Three Shape-lings put on their best creative uniforms and headed back to school. Armed with creative briefs for Year 7 students to get their teeth into.

More student placements

We opened our doors to work experience students from schools across Bristol, including one paid placement.



Community

Greening our fingers

We clocked up 12 hours of tree planting/maintenance in local parks around Bristol.



A healthy dose of Purposefest

As part of B Corp Month in March 2025, we attended Purposefest to speak with other like minded local B Corp companies and build our network.

4.

What we did in 2025

Environment

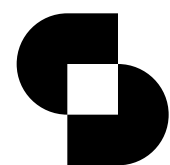
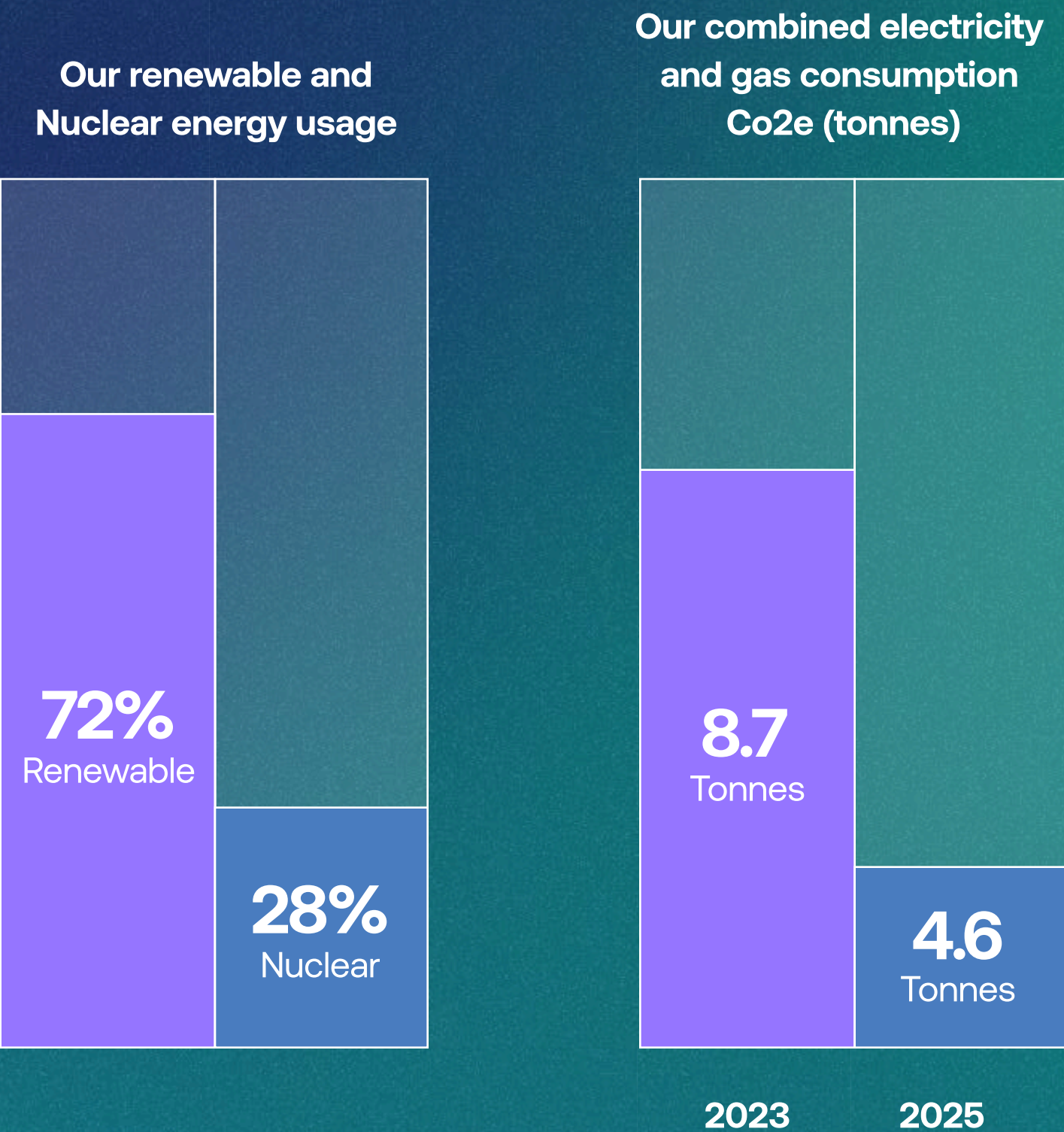


We've continued to reduce our reduced carbon footprint. As Shaped By and as individuals.

We know that measuring our carbon footprint is one of the most important ESG metrics. Because by actively reducing carbon emissions, we can play our part in slowing climate change and preserving the environment.

Having commissioned a Carbon Survey Report from the West of England Combined Authority (WECA) in 2023, we've continued to put their recommendations into action.

- We decommissioned our physical servers and switched to Dropbox
- We installed floor insulation in the studio to retain warmth and make it more energy efficient
- We renewed with our renewable energy provider, British Gas Lite. Our energy mix is **72% renewable and 28% nuclear**.
- In 2023, our combined gas and electricity consumption was 8.7 tonnes Co2e. Now, having installed shiny new infrared heaters, LED lights and solar window film, it's reduced by a whopping 47% to 4.6 tonnes Co2e.
- We offset the carbon from our flights to the RSA conference in San Francisco.

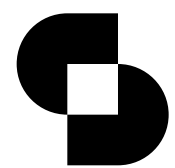


More of us are now travelling less and travelling sustainably

Last year, 75% of Shaped By people took the greener way to travel - by switching to EVs or travelling on foot, bike or public transport (train or bus). With more Shape-lings joining the party, we've pushed that number up to 80%.

But one number hasn't changed: our team still works from home 40% of the week. And as most of our clients are US- or Europe-based, we rarely travel for meetings. All client communications are remote, by Zoom.

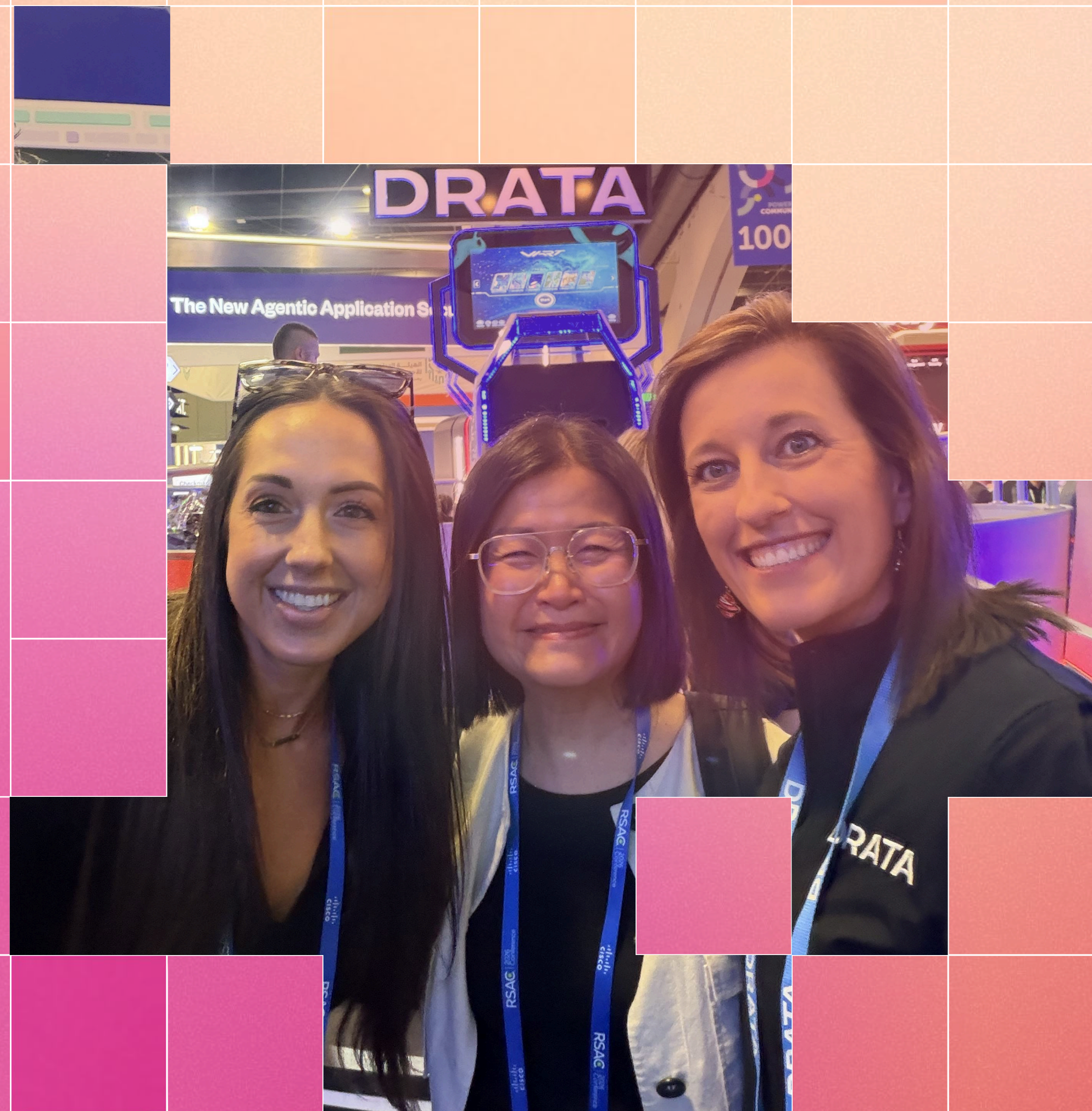
Our marketing efforts (podcasts and events) are also remote and online activities as well as our Flagship 3-day event Bring Your Own Bold (BYOB).



5.

What we did in 2025

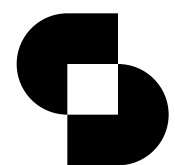
Customers



Customers

We love our clients. We value the strong relationships we have with them. And the fact that we have so many longstanding and recurring client relationships speaks volumes about the time and effort we Shape-lings put into them.

Because client satisfaction is everything to Shaped By, we track it in a number of ways.



Project by project

Client satisfaction starts at the beginning of a project. By asking the right questions upfront, we can better understand their expectations and aims.

And having asked the key questions early on, we can have an effective wash-up at the end. This way, we can understand:

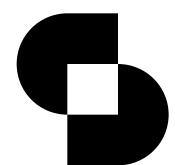
- Were the project goals met?
- Are there areas where we can improve the process and experience
- We then discuss the next opportunities to work together.

Hands up, we didn't do something we said we'd do

In 2024, we talked about working with third party researchers to carry out telephone surveys with a couple of key clients. This didn't happen in 2025. For a number of reasons.

2025 was a big year for many of our clients – as well as for Shaped By. We were mindful of how much clients had on their spinning plates and we're keen to make sure that, when we do catch up with them, it's a meaningful conversation about how we can service them better.

That's why we made the effort to go and meet them where they are: In the US. We packed lightly and headed to the RSA conference in San Francisco. Where we could spend quality time with several clients in one trip – much better (for Shape-lings, clients themselves, and the planet as a whole) than multiple, carbon-heavy flying visits.



Closer to home

- We delivered two pro-bono projects for Marmalade Trust, our charity of the year, with a total value of £64,000. Our creative work helped to promote their annual Loneliness Awareness Week and [cue party poppers] celebrate their 10th anniversary.
- We sent clients socks for Christmas. But socks that do good. Because for every pair we gifted, Stand4 Socks donated one anti-bacterial pair to vulnerable people in need.

What we'll do in 2026

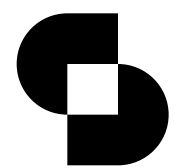
**That was 2025. Time to
look ahead across our
five key impact areas.**



What we'll do in 2026

1. Governance

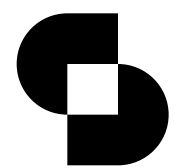
- We'll work towards re-certification – in light of the changing B Corp certification criteria that will come into place later this year.
- We're also fully committed to re-certifying in 2027 under the new V2.1 standards.
- We'll keep exploring AI as it evolves, seeing how we can apply it within our work and workflows. But always – ALWAYS – in a considered, ethical way that augments human creativity and never replaces it.



What we'll do in 2026

2. Workers

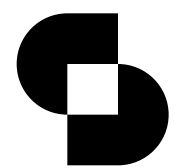
- We'll implement a new HR platform to track ongoing continual improvement, team satisfaction, internal engagement, etc
- We'll continue with our satisfaction and engagement surveys, so that we can compare results and see where we need to do more.



What we'll do in 2026

3. Community

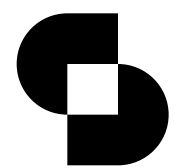
- We'll work with and support another charity to help them raise awareness of their good cause.
- Following last year's success, we'll continue to do more school, college and university outreach and host our second Portfolio review evening for those looking to move into the creative industry.



What we'll do in 2026

4. Environment

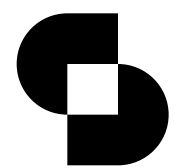
- We'll continue to track, measure and reduce our Shaped By carbon footprint.
- We'll encourage Shape-lings to reduce their personal carbon footprint too.
- We'll review our suppliers, expenses and procurement decisions to ensure these are more sustainable.
- We'll offset or, even better, remove our carbon from visiting overseas clients.



What we'll do in 2026

5. Customers

- We'll keep rigorously vetting new prospects – so that we only work with clients who share our ethics and values.
- We'll start our independent client surveys, so we can better understand how we can better work with them.



What I'll do in 2026

Individual commitments



Kate

For my carbon commitment - focus is on the garden - planting trees and hedging to back and front, aiming for native plant species, ensuring the garden is wildlife friendly. Insulating our loft as well, replacing radiators with more energy efficient ones and updating windows.



Tom O

I installed my new more energy efficient windows at the house as planned. I'd also like to explore more opportunities to mentor and reach out through Alumni programmes to support education.



Sophie

As a newbie to the creative industry, I'd love to participate in industry events and advocate for non-linear career paths - hoping to connect to others that want to break into the industry through alternative routes. Locally, I want to seek out new ways to support Bristol's cultural scene, like volunteering with the Bristol Palestine Film Festival.



Jess

This year I will make a conscious effort to buy more products from certified B Corp companies. Whether that's skincare, food, clothes or alcohol, I'll be looking out for that special B Corp logo which is proof of an all-round good company that looks after its workers, communities and works hard to do good in the world.



City

This year, I'm making a conscious effort to leave the car at home when getting around Bristol, swapping it for cycling and walking as my go-to modes of transport. I've also been getting more involved in my local community, helping to found a neighbourhood group focused on reducing traffic and making our streets safer and greener for everyone.



Betty

This year, my family and I will aim to walk, scooter or cycle to all nearby locations instead of using our car. We will continue to recycle relevant materials, avoid littering and we will reduce our consumption of plastic by switching our supermarket bought sparkling water bottles for a carbonated water machine.



Justin

As a family of four we're going to cycle more and take the car a whole lot less. (Cheat: One of us has an electric bike.)

Can we make more of a difference in the next 365 days?

Absolutely we can. And that's why we're committed to B Corp, to the journey we're on – as an agency and as individuals.

We'll keep pushing forward to benefit people, communities, and the planet. By developing practical actions, a clear plan and SMART targets, as we look to re-certify in 2027.



Shaped By[®]

Certified



Corporation